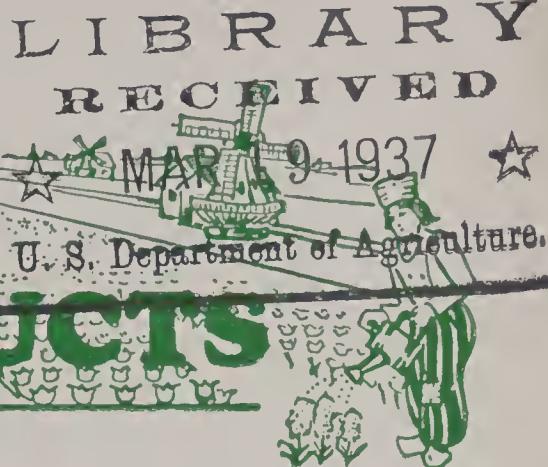


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1937



HOLLAND FLOREX PRODUCTS

A BETTER PRODUCT
WITH A TRUE DUTCH TRADITION FOR
BETTER FLOWERS, BEAUTIFUL GARDENS

WELLER NURSERIES CO., INC.
HOLLAND MICHIGAN

GROWERS AND DISTRIBUTORS OF

Weller's Perennials
with that
Wonderful Root System

EXCLUSIVELY FOR
DEPARTMENT STORES
GENERAL CHAIN STORES
HARDWARE STORES
FLOWER SHOPS

1847-1937—NINETIETH ANNIVERSARY OF THE DUTCH
SETTLING IN WESTERN MICHIGAN



*May Time is Tulip Time
in Holland, Michigan*



A Unique System for Retail Merchandising of Garden Plants
Backed by the World-Famous

Weller's Perennials
with that
Wonderful Root System

SCIENTIFIC ACHIEVEMENTS IN HOLLAND FLOREX PRODUCTS

In the scientific development of Holland Florex Products, two important factors have been studied, namely: Efficient Merchandising and the Preservation of Plant Life during Merchandising Process.

The Merchandising Process has been well taken care of as Exhibit A and B will show. It is most attractive, economical and efficient, and without a doubt the most Wonderful Display for Plants ever shown anywhere. While it has been difficult to achieve this, it is now a proven success.

The Preservation of Plant Life in transit has required years of experience and a good deal of money for experiments. However, we have been very fortunate in our results. Our Perennial Plants and Rock Plants have stood the highest tests. They have lived, grown and sometimes even have flowered in their original wraps, for over 100 days, without a drop of water, and they were still in good condition to transplant. By chemical applications, all chances for diseases, rot or mould have been eliminated. The Plants grow while in the Store and improve in bright and healthy appearance from day to day. All other Holland Florex Products are put up similarly, to preserve Plant Life and protect the Plants or Roots from drying out.

SATISFACTION OUR GREATEST REWARD

During the last season we have served about 300 stores, many of which wrote us a personal letter at the end of the season expressing their satisfaction with our service. We shall be glad to refer you to any of these for information if you ask for it. One writes: "If all our customers' plants do as nicely as mine (some are blooming now), I believe the repeat business next spring will double and triple this, our first year's sales . . ." And we have many similar and perhaps stronger expressions, which have given us much encouragement and satisfaction.

We will endeavor to serve you with the same efficiency and for your profit.

Cordially yours,

WELLER NURSERIES CO., INC.

HOLLAND, MICHIGAN.

EXHIBIT "A"



Proper Display of Holland Florex Perennials and Rock Plants.

FOR MEDIUM AND LARGE DEPARTMENT STORES

Perennials and Rock Plants have been displayed in various ways, but the above is the most economical and most efficient. Twenty-seven varieties are displayed in the smallest possible space and every one can be reached conveniently. The rack measures 3 feet 4 inches by 9 feet 10 inches. It can either be set against the wall or two racks may be set back to back. Thus 54 varieties can be displayed in a space of 6 feet 8 inches by 9 feet 10 inches, and the public can walk around it to make their selections. The racks can be made of wood or metal. WE WILL FURNISH A BLUE PRINT OF THIS RACK FREE OF CHARGE.

For the medium and large stores, where plenty of space can be had, we recommend the above system in preference to our "Economy Display," as it is by far the most showy and tends toward a larger volume of business.

SPECIAL NOTICE: Orders are shipped in units of 25 plants to each carton, so orders should be made up that way.

RETAIL PRICES TO DISTANT CUSTOMERS

TERMS: CASH WITH ORDER. PRICES DELIVERED. NO ORDER ACCEPTED FOR LESS THAN \$1.00

	Each	Per Doz.	Per 100
HOLLAND FLOREX ROCK PLANTS	\$0.25	\$2.50	\$15.00
HOLLAND FLOREX PERENNIALS	0.25	2.50	15.00
HOLLAND FLOREX DAHLIAS	0.30	3.00	20.00 20.00
HOLLAND FLOREX PEONIES	0.35	3.50	25.00 25.00

HOLLAND FLOREX ROCK PLANTS

CODE	NO.	
Alice	1	ALYSSUM (Sweet Alyssum). Golden yellow. 10 in. May.
Alleen	2	AQUILEGIA (Alpine Columbine). Mixed colors. 10 in. June.
Arbor	3	ARMERIA (Thrift). Various pink colors. 8 in. June.
Aster	4	ASTER (Alpine Aster). Blue. 8 in. June.
Ben	5*	BELLIS (English Daisy). Mixed. 4 in. May.
Bird	6*	" " " Pink. 4 in. May.
Back	7*	" " " Red. 4 in. May.
Boyd	8*	" " " White. 4 in. May.
Cala	9	CALAMINTHA (Calamint). Rich purple. 6 in. June.
Camp	10	CAMPANULA (Harebell) Carpathica. Blue. 8 in. June.
Castle	11	" " " White. 8 in. June.
Dear	12	DIANTHUS (Cushion Pink). All colors. 8 in. May.
Door	13	" (Maiden Pink. Crimson. 8 in. May.
Early	14	EUPHORBIA (Evergreen Rockplant). Yellow flowers. 12 in. May.
Fog	15	FESTUGA (Blue Fescue Grass) Glauca. Blue. 12 in.
Goat	16	GYPSOPHILLA (Dwarf Baby's Breath). White. 6 in. August.
Heal	17	HELIANTHEMUM (Sunrose). Pink and orange. 8 in. July.
Heuch	17a	HEUCHERA (Japanese Coralbell). Deep pink. 18-24 inches. All summer.
Ida	18	IBERIS (Candy Tuft). Lavender. 12 in. June.
Mart	19	MYOSOTIS (Forget-Me-Not). Blue. 6 in. May-June.
Myo	20	MYOSOTIS (For-get-me-not). Pink. 6 inches. May-June.
Net	21	NEPETA (Ground Ivy) Mussini. Lavender. 12 in. All summer.
Odd	22	OENOTHERA (Evening Primrose). Pink. 18 in. June-September.
Old	23	" " " Yellow. 18 in. June-September.
Pen	24	PENSTEMON (Dwarf Beard Tongue). Clear blue. 6 in. July.
Part	25	PHLOX (Creeping Subulata). Lavender. 3 in. May.
Pork	26	" " " Pink. 3 in. May.
Pad	27	" " " White. 3 in. May.
Post	28	PLATYCODON (Dwarf Balloon Flower). Blue. 12 in. June.
Pot	29	POTENTILLA (Cinquefoil) Alpestris. Yellow, 6 in. May.
Put	30	" " Formosa. Bright pink. 8 in. May.
Ran	31	RANUNCULUS (Buttercup). Double yellow. 10 in. May.
Soda	32	SEDUM (Golden Moss) Acre. Yellow. 4 in. June.
Sod	33	" (White Moss) Album. White. 4 in. June.
Sugar	34	" (Pink Moss) Anglicum. Soft pink. 3 in. June.
Salt	35	" (Blue Moss) Glaucum. Blue. 4 in. June.
Sack	36	" (Stonecrop) Spectabilis. Rosy red. 10 in. August.
Sand	37	" (Trailing Moss) Stonoliferum. Bright pink. 6 in. July.
Seed	37a	SEMPERVIVUM (House Leek or Hen and Chickens). All colors. 4 in.
See	38	STOKESIA (Stoke's Aster) Blue. 10 in. All summer.
Saw	39	" " " White. 10 in. All summer.
Tune	40	TUNICA (Coat Flower) Saxifraga. Flesh pink. 8 in. July.
Vern	41	VERONICA (Dwarf Speedwell). Blue. 10 in. All summer.
Vast	42	" " " Pink. 10 in. All summer.
Very	43	" " " Incana. Silver leaf, blue flowers.
Vine	45*	VIOLA (Tufted Pansy). Mixed. 3 in. All summer.
Virus	46*	" " " Black. 3 in. All summer.
Visit	47*	" " " Blue. 3 in. All summer.
Vista	48*	" " " Mauve. 3 in. All summer.
Void	49*	" " " Purple. 3 in. All summer.
Vale	50*	" " " White. 3 in. All summer.
Valve	51*	" " " Yellow. 3 in. All summer.
Volt	52	VIOLET (Fragrant) Prince of Wales. Blue. 4 in. May.

Some Remarkable Features About Holland Florex Perennials and Rock Plants

1. All our plants are two-year-old, field grown, graded to the proper size and ready to bloom the first year.
2. All plants are wrapped in a Waterproof Paper, which preserves the moisture inside the package and keeps the plant alive for a period of from two to six weeks right in the package, depending on conditions.
3. On each wrapper and package is printed neatly and uniformly the Name of the Brand (Florex Perennials), the Name of the Plant (Botanical as well as Common Name), color and full planting directions.
4. The roots of the plants are protected by a specially prepared, decayed, natural Peatmoss, well ground so that the fine particles are well distributed between the fine roots of the plants, which insures perfect safety and a positive growth of the plants.
5. The specially prepared Peatmoss serves in the meantime as a mulch and should be left in and around the roots when planted, which insures a quicker root action and better growth throughout the summer.
6. The carton in which these plants are shipped is light and the most economical in shipping charges. A box of 25 plants weighs from 8 to 10 pounds.
7. The carton can be opened and put on display at once, without unpacking, checking or rehandling, which saves time.
8. On the front of each carton is a sticker giving the Name of the Variety contained, so that varieties wanted can be easily and quickly located.
9. This method is of special value where large quantities are carried. The entire supply can be put in storage in the cartons, with the covers off, and new cartons taken up for sale as they are needed.
10. There will be no breakage or spoiling of plants by unnecessary handling.
11. Each carton contains a number of air holes for proper ventilation, which insures safer transportation and prevents losses.
12. Each carton contains a Picture of the Variety contained, pasted on strong cardboard and all ready to set up on the end of the box for display in the Store.
13. Because of the uniform method and reliable quality of Florex Perennials, they receive increased favor from year to year, because the public obtains the expected results.
14. We furnish a list of approximately 200 Varieties, some the Rare Kinds, as well as the most Popular Perennials and Rock Plants. This is the largest list offered by anyone to the Store Trade and it enables the Store Manager to give as efficient service as any up-to-date Nursery.
15. The Entire Variety is uniformly handled in every feature of our service so that anybody, Nurseryman or not, can handle them with ease and give their customers efficient and reliable service.

TERMS AND CONDITIONS

All prices are f. o. b. Holland, Mich., net 30 days; 2% in 10 days.

We guarantee that all plants and bulbs shipped on this order shall be in A No. 1 condition upon arrival, and to replace free of charge without question any plants which should prove otherwise, if notified within five days after arrival of the shipment. If damage to shipment has been caused by the transportation company, claim should be filed with them immediately, or if you will notify us of the extent of the damage we will do this for you.

We guarantee to give our customers prompt and efficient service and to fill their orders as completely as possible as long as our supply lasts. As varieties sell out purchasers will be notified promptly to stop further orders on them.

It is distinctly understood that no orders will be accepted by us on Consignment basis, and that we will not be responsible for any stock left unsold or such stock as may spoil on your hands by failure on your part to dispose of it or care for it.

EXHIBIT "B" (Economy Display)



Economy Display of Holland Florex Perennials and Rock Plants.

FOR GENERAL STORES, CHAIN STORES AND FLOWER SHOPS

This Economy Display is smaller than Exhibit A, and will take up less space. The Display Boxes are 8" x 8" square, by 6½" high, and 12 Display Boxes to a display, although if racks are built to suit your needs the display can be made as large as you desire. Counter space required for a display of 12 boxes, 34" x 26".

For Plan B only one Display Box is furnished for each variety ordered. Repeat orders are shipped in bulk for refilling your Display Boxes. Under this plan, and for your first order, varieties should be ordered in units of six to fit the outside shipping containers.

HOLLAND FLOREX DAHLIAS

(Packed in Cellophane Filler with Imported Peat to Protect the Root from Drying Out)

.....Beaut	500 DAHLIA AMERICAN BEAUTY.	Show variety. Large wine red.
.....Lons	501 DAHLIA COUNTESS OF LONSDALE.	Large amber-like Cactus.
.....Crime	502 DAHLIA CRIMSON BEAUTY.	Beautiful deep crimson. Free flowering.
.....Gate	503 DAHLIA GOLDEN GATE.	Gold, overlaid pale bronze. Hybrid Cactus.
.....Jersey	504 DAHLIA JERSEY BEAUTY.	Largest pure pink. Very best.
.....Maud	505 DAHLIA MAUD ADAMS.	Snow white, overlaid with pink. Free flowering.
.....Bach	506 DAHLIA MRS. CARL SALBACH.	Mauve pink with white blendings. Fine.
.....Warn	507 DAHLIA MRS. I. D. VER WARNER.	Deep orchid pink. One of the finest.
.....Pearl	508 DAHLIA PURPLE BEAUTY.	A fine intense purple. Medium flower.
.....Sylv	509 DAHLIA SYLVIA.	Deep pink, tinted flesh pink. Profuse bloomer.
.....White	510 DAHLIA WHITE QUEEN.	Immense pure white. Rare variety.
.....Duke	511 DAHLIA YELLOW DUKE.	A large primrose yellow. Long stem.

HOLLAND FLOREX PERENNIALS (General list)

.....Abut	53	ACHILLEA (Yarrow).	Double white.	3 ft.	All summer.
.....Accent	54	"	"	Pink.	2 ft. All summer.
.....Acuse	55	"	"	Yellow.	3 ft. All summer.
.....Ace	56	ANTHEMIS (Marguerite)	Kelwayi.	Golden yellow.	2 ft. June-July.
.....Acorn	57	AQUILEGIA (Columbine)	Long Spurred Hybrids.	Mixed.	3 ft. May-June.
.....Acre	58	"	"	Blue.	42 in. May-June.
.....Adam	59	"	"	Pink.	30 in. May-June.
.....Addiot	60	"	"	Scarlet.	30 in. May-June.
.....Addle	61	"	"	White.	2 ft. May-June.
.....Adept	62	"	"	Yellow.	30 in. May-June.
.....Adolph	63	ARTEMISIA (Silver Beauty).	Silver Leaves.	24 in.	
.....Afire	65	ASTER (Michaelmas Daisy).	Mixed.	4 ft.	Sept.-Oct.
.....After	66	"	"	Blue.	4 ft. Sept.-Oct.
.....Ahoy	67	"	"	Pink.	4 ft. Sept.-Oct.
.....Air	68	"	"	Red.	5 ft. Sept.-Oct.
.....Aim	69	"	"	White.	3 ft. Sept.-Oct.
.....Chain	71*	CAMPANULA (Canterbury Bell).	Mixed.	2 ft.	June.
.....Chalk	72*	"	"	Dark blue.	2 ft. June.
.....Chick	73*	"	"	Light blue.	2 ft. June.
.....Cheap	74*	"	"	Pink.	2 ft. June.
.....Check	75*	"	"	White.	2 ft. June.
.....Chum	77	CAMPANULA (Peach Bell)	Persicifolia.	White	3 ft. June.
.....Cite	78	CARNATION (Hardy)	Giant.	Mixed.	18 in. July.
.....Cloak	79	"	"	Pink.	18 in. July.
.....Claim	80	"	"	Red.	18 in. July.
.....Clerk	81	"	"	White.	18 in. July.
.....Clef	82	"	"	Yellow.	18 in. July.
.....Clew	83	CENTAUREA (Cornflower).	Blue.	2 ft.	July-Aug.
.....Click	84	"	"	Pink.	2 ft. July-Aug.
.....Cleg	85*	CHRYSANTHEMUM (Hardy Mums)	Large Flowering.	Mixed.	30 in. Sept.-Oct.
.....Cloth	86*	"	"	"	Bronze.
.....Coal	87*	"	"	"	Pink.
.....Coat	88*	"	"	"	Red.
.....Cut	89*	"	"	"	White.
.....Cob	90*	"	"	"	Yellow.
.....Cod	91*	CHRYSANTHEMUM (Hardy Mums)	Button Flowering.	Mixed.	30 in. Sept.-Oct.
.....Coin	92*	"	"	"	Bronze.
.....Cold	93*	CHRYSANTHEMUM (Hardy Mums)	Button Flowering.	Pink.	30 in. Sept.-Oct.
.....Comb	94*	"	"	"	Red.
.....Come	95*	"	"	"	White.
.....Card	96*	"	"	"	Yellow.
.....Cool	97*	CHRYSANTHEMUM (Hardy Mums)	Pompom Flowering.	Mixed.	30 in. Sept.-Oct.
.....Cope	98*	"	"	"	Bronze.
.....Corona	99*	"	"	"	Pink.
.....Count	100*	"	"	"	White.
.....Couch	101*	"	"	"	Yellow.
.....Cover	102	COREOPSIS (Tickseed)	Lanceolata.	Yellow.	2 ft. All summer.
.....Daily	103	DELPHINIUM (Larkspur)	Belladonna.	Light blue.	3 ft. All summer.
.....Dame	104	"	"	Bellamosa.	Dark blue. 3 ft. All summer.
.....Damp	105	"	"	English Hybrids.	Mixed. 5 ft. All summer.
.....Dale	105a	"	(Hollyhock Larkspur)	Wrexham.	All colors. 5 ft. All summer.
.....Dans	106	DIANTHUS (Hardy Pink)	Plumarius.	Single mixed.	18 in. June.
.....Dare	106a	DIANTHUS (Hybrid Sweet William)	Sweet Wivelsfield.	Most beautiful and striking	colors. 18 in. June-July.

HOLLAND FLOREX PERENNIALS (General list)

.....Dark	107*	DIGITALIS (Foxglove). Giant mixed.	3 ft.	June.	
.....Dash	108*	"	"	Purple.	3 ft. June.
.....Date	109*	"	"	Rose.	3 ft. June.
.....Day	110*	"	"	White.	3 ft. June.
.....Davis	111*	"	"	Yellow.	3 ft. June.
.....Dawn	112	DIELYTRA (Bleeding Heart).	Red.	2 ft.	June15c
.....Eddy	113*	EUPATORIUM (Hardy Ageratum).	Lavender.	12 in.	Oct.
.....Free	114	FUNKIA (Plantain Lily).	Blue.	2 ft.	July.
.....Gus	115	GAILLARDIA (Blanket Flower).	Crimson and gold.	2 ft.	All summer.
.....Grid	116	GRASS (Ornamental).	Narrow green leaves.	4 ft.	
.....Gyp	117	GYPSOPHILLA (Baby's Breath).	White.	30 in.	July.
.....Hand	118	HELIANTHUS (Perennial Sunflower).	Golden yellow.	4 ft.	July.
.....Hard	119	HEMEROCALLIS (Day Lily)	Orange.	4 ft.	July.
.....Head	120	"	"	Yellow.	3 ft. July.
.....Here	121	HIBISCUS (Giant Mallow).	Mixed.	5 ft.	Aug.
.....Hip	122	"	"	Pink.	5 ft. Aug.
.....Hat	123	"	"	Red.	5 ft. Aug.
.....Hide	124	"	"	White.	5 ft. Aug.
.....Herd	125*	HOLLYHOCK (Double).	Mixed.	6 ft.	July.
.....Hew	126*	"	"	Maroon.	6 ft. July.
.....Help	127*	"	"	Pink.	6 ft. July.
.....High	128*	"	"	Red.	6 ft. July.
.....Hock	129*	"	"	Salmon.	6 ft. July.
.....Hinch	130*	"	"	White.	6 ft. July.
.....Hive	131*	"	"	Yellow.	6 ft. July.
.....Hog	132*	HOLLYHOCK (Single).	Mixed.	6 ft.	July.
.....Hood	133*	"	"	Black.	6 ft. July.
.....Hoof	134*	"	"	Pink	6 ft. July.
.....House	135*	"	"	Red.	6 ft. July.
.....Hour	136*	"	"	White.	6 ft. July.
.....Hoy	137*	"	"	Yellow.	6 ft. July.
.....Howe	138	IRIS GERMANICA (Liberty Iris)	Mixed.	30 in.	May.
.....Idol	139	"	"	"	Blue.
.....Idler	140	"	"	"	Lavender.
.....Ilex	141	"	"	"	Pink.
.....Indian	142	"	"	"	Purple.
.....Injure	142a	"	"	"	White.
.....Index	143	IRIS GERMANICA (Liberty Iris)	Yellow.	30 in.	May.
.....Inruse	144	"	"	"	Yellow and brown.
.....Ink	145	IRIS KAEMPFERI (Japanese Iris).	Mixed.	3 ft.	June.
.....Leg	146	LATHYRUS (Perennial Pea).	Mixed.	Climbing.	
.....Lear	147	"	"	Red.	Climbing.
.....Leak	148	"	"	Rose.	Climbing.
.....Lend	149	"	"	White.	Climbing.
.....Lick	150	LAVENDULA (Sweet Lavender).	Blue.	18 in.	Aug.
.....Life	151	LIATRIS (Blazing Star) Spicata.	Rich purple.	3 ft.	Aug.
.....Libel	152	LILIUM TIGRINUM (Tiger Lily).	Orange.	3 ft.	Aug.
.....Limb	153	LILY OF THE VALLEY.	White.	8 in.	May.
.....Lime	154	LINUM (Perennial Flax).	Blue.	18 in.	June-July.
.....Link	155	LYNCHNIS (Catchfly).	Deep rose.	3 ft.	June-July.
.....Mary	156*	MATRICARIA (Feverfew).	Double white.	2 ft.	July-Aug.
.....Pass	157	PAPAVER (Oriental Poppy).	Scarlet.	3 ft.	June.
.....Pave	158	PENSTEMON (Beard Tongue) Torreyi.	Scarlet.	3 ft.	July.

HOLLAND FLOREX PERENNIALS (General list)

Pier	162	PHLOX (Hardy Phlox). Mixed.	3 ft.	July-Aug.
Pile	163	" " " Blue.	3 ft.	July-Aug.
Place	164	" " " Crimson Eye	3 ft.	July-Aug.
Plea	165	" " " Pink.	3 ft.	July-Aug.
Plate	166	" " " Purple.	3 ft.	July-Aug.
Paris	167	" " " Red.	3 ft.	July-Aug.
Pluck	168	" " " Salmon.	3 ft.	July-Aug.
Plug	169	" " " Scarlet.	3 ft.	July-Aug.
Pluto	170	" " " Variegated.	3 ft.	July-Aug.
Peach	171	" " " White.	3 ft.	July-Aug.
Pep	172	PHYSOSTEGIA (False Dragonhead). Lilac rose.	2 ft.	July.
Poor	173	" " " White.	2 ft.	July.
Port	174	PHYSALIS FRANCHETTI (Chinese Lantern). Coral red.	2 ft.	Sept.
Pound	175	PLATYCODON (Balloon Flower). Blue.	2 ft.	Aug.
Press	176	" " " White.	2 ft.	Aug.
Prime	177	PYRETHRUM (Painted Daisy) Roseum. Mixed.	2 ft.	May-June.
Rod	179	RUDBECKIA (Purple Coneflower). Light purple.	3 ft.	July-Aug.
Sold	180	SALVIA (Flowering Sage). Sky blue.	3 ft.	Aug.
Sally	181	SCABIOSA (Blue Bonnet). Lavender.	2 ft.	All summer.
Sap	182	SHASTA DAISY (Alaska). Large Flowering.	White.	2 ft. All summer
Soon	183	STATICE (Great Sea Lavender). Lavender.	18 in.	Aug.
Sun	184	SWEET WILLIAM, Giant mixed.	18 in.	May-June.
Snow	186	" " " Pink.	18 in.	May-June.
Sneak	187	" " " Scarlet.	18 in.	May-June.
Smoke	188	" " " White.	18 in.	May-June.
Turkey	189*	TRITOMA (Red Hot Poker). Orange spikes.	3 ft.	Aug.
Vain	190	VERONICA (Speedwell). Deep blue.	18 in.	July-Aug.
Yue	191	YUCCA (Adam's Needle) Filamentosa.	White.	4 ft. July.
Apink	316	ASTILBE (Perennial Spiraea). Pink; 2 feet;	July-August.	
Ared	317	" " " Red; 2 feet;	July-August.	
Awhite	318	" " " White; 2 feet;	July-August.	

HOLLAND FLOREX PEONIES

(Wrapped in Moisture-Proof Paper, the same as Perennials)

CODE	NO.	
Adrian	300	PEONY AVALANCH. Large, late, fragrant white, flaked crimson. Perfect in form.
Albert	301	PEONY ALBERT CROUSSE. Extra fine shell-pink. Free bloomer and beautiful.
Court	302	PEONY COURONNE D'OR. Famous crown of gold. Snow-white, reflecting golden yellow stamens.
Felix	304	PEONY FELIX CROUSSE. Rich, dazzling ruby red. One of the best.
Festiva	305	PEONY FESTIVA MAXIMA. Very early white, flecked, crimson. Best popular white.
Living	307	PEONY LIVINGSTON. Pale lilac-rose with sheen silver. The best late pink Peony.
Calot	308	PEONY MADAME CALOT. Wonderful blush white, overlaid with silvery pink. Early free bloomer.
Jules	309	PEONY MONSIEUR JULES ELIE. Early, glossy lilac-pink with deeper center. Fragrant. Wonderful.
Queen	310	PEONY QUEEN VICTORIA. Clear white, bomb type. An excellent Peony.
Rubra	311	PEONY RUBRA SUPERBA. Late, rich, brilliant bright crimson. Enormous flower.

IMPORTANT INSTRUCTIONS

HOW TO ORDER AND WHEN—Considering the complications of our service and the large amount of material involved, it is important that you place your orders at once. You do not need to contract for a whole season's supply, just so we have your initial order for each item and know that you are going to handle Holland Florex Products. We can take on only a certain number of stores and when we have enough and especially in your locality, we will have to refuse further season's contracts. Our service has been a success, so we can be sure of plenty of interest, and there is a good chance that we will have to refuse new customers later in the season. If you are not acquainted with the varieties we shall be glad to help you.

HOW TO DISPLAY—In putting the material on display always be sure to start from the lowest number and follow up with the next, which is the only safe way in getting the different classes together. This is very important. It brings all your Rock Plants together, your Hollyhocks, Phlox, etc., which is the only way to afford the public opportunity to make a proper selection.

WHO TAKES CHARGE—It is best to select one of your best clerks and put him in charge of the Plant Department. Select one who likes flowers and if possible who knows something about them. He will answer questions more interestingly and intelligently and take better care of the material, which is also essential. Try, if possible, to use the same clerk from year to year.

CHECK UP—Have him check up every night which varieties sold best and re-order on those varieties of which he is running short. It does not pay to have empty cartons standing on your counter and announce that you are "all out." Buyers usually go where they can obtain the best selection.

CARE OF STOCK—Especially Perennials and Rockplants should be looked over every day. Every precaution has been taken against possible rot or decay, but inspection pays. Have the dead leaves picked off and feel in the package whether there is any moisture there. The plants as a rule do not require any sprinkling, but it is well to wet such as have dried out. Do not sprinkle because of habit, for sprinkling too much is more dangerous than letting the plant dry up.

SUPPLY IN STORE—Keep a moderate supply of plants in the store but never more than one carton of 25 plants of each variety. Keep any additional supply in the coolest place you can find, being sure to keep the plants dry and the covers off the boxes to afford plenty of ventilation.

HOW TO ORDER—For your convenience every variety has been given a number. In ordering by mail, please order by number. For prompt delivery use special delivery service. For rush orders by wire we have established a code, which you will please use in ordering by telegram. In sending off your order early in the morning use Day Letter Service. The average for Day Letter Service is 30 minutes. In sending your order at night use Night Letter Service, which will reach us early the following morning.

TIME OF ORDERING—If immediate service is desired, the re-ordering should be done early in the morning and we will get it out the same day. Saturday and Monday are our busy days, so it is well to place your order early for those days.

BEST WAY TO SHIP—The best way to ship is by Railway Express. It reaches you surer and quicker than any other way. We obtain special service from them. It does not pay to wait for material and sell "nothing" in the meantime.